



# WIC'S WORLD

Colorado Department of Public Health & Environment  
WIC Program

2015 Issue #1: January to March

## In this issue:

### The NEW February 2015 Allowable Foods List!

- ♦ Pg 1: New Look!
- ♦ Pg 2: Summary of changes

**The New  
Colorado  
WIC  
Allowable  
Foods List  
is Effective  
February 1,  
2015!!!**

## NEW: February 2015 Allowable Foods List!

- ♦ The Colorado *WIC 2015 Allowable Foods List (2015 Foods List)* has been updated, and will be effective **February 1, 2015**.
- ♦ Since most WIC families receive 3 months of WIC checks at a time, WIC customers and store cashiers may use BOTH the 2010 AND the 2015 Foods Lists through May.
- ♦ Please place a copy of the *2015 Foods List* along with the *2010 Foods List* at each register in the store.

**NEW LOOK!**

Thank you!  
Being familiar with the  
changes to the allowed  
foods makes WIC  
easier for everyone...  
cashiers and  
customers alike!

Colorado

WIC



Allowable Foods List  
Feb 2015



**COLORADO**  
Department of Public  
Health & Environment

FOOD GROUP	MAIN IMPROVEMENTS/CHANGES
<b>Milk</b>	<ul style="list-style-type: none"> <li>• Milk with added calcium is OK to Buy</li> </ul>
<b>Cheese</b>	<ul style="list-style-type: none"> <li>• Cheese is provided in 1-pound packages only</li> <li>• The 2-pound packages are no longer allowed</li> <li>• Cashiers will still occasionally see checks that show 8-ounce packages</li> <li>• Blends of the allowed cheese flavors are OK to Buy</li> </ul>
<b>Soy Beverage</b>	<ul style="list-style-type: none"> <li>• A third brand has been added: Silk Original (<i>Original</i> flavor in quart and half-gallon)</li> </ul>
<b>Whole Grains</b> <i>more user-friendly</i>	<ul style="list-style-type: none"> <li>• WIC customers can still choose between allowed bread, rice, and tortillas.</li> <li>• Bread, rolls and buns that have the words “100% Whole Wheat” (<i>those specific words!</i>) on the front label are OK to Buy</li> <li>• The 3 allowed whole grain breads are listed by name</li> <li>• Pouches of brown rice are not allowed</li> <li>• Instant rice in 14 ounce and 28 ounce boxes or bags are OK to buy</li> <li>• Corn tortillas are now listed by brand name and size; 7 brands are OK to buy</li> </ul>
<b>Cereal</b>	<ul style="list-style-type: none"> <li>• Several new breakfast cereal options are added</li> </ul>
<b>100% Juice</b> <i>A new look</i>	<ul style="list-style-type: none"> <li>• Juice in metal 46-ounce cans is no longer allowed</li> <li>• There are changes in the brands allowed—including more store brands in the grape and apple flavors</li> <li>• Instead of pictures of each allowed can or bottle, the new 2015 foods lists shows the juice brand logos (and clarifies a few OK to buy items)</li> <li>• The sections that explain the OK to Buy, the Do Not Buy, and the pictures of the brand logos are combined for both juice sizes</li> <li>• Orange and grapefruit juices is still required to be store brand only</li> </ul>
<b>Peanut Butter</b>	<ul style="list-style-type: none"> <li>• A few common peanut butter <i>spread</i> items (which are not WIC allowed) have added “honey roasted” or similar wording to their jar labels.</li> </ul> <p>To avoid confusion, the words “Honey Roasted” were taken off the OK to buy list. If honey roasted peanut butter is a spread—it is not WIC-approved. If it is 100% peanut butter and meets the other guidelines, it is allowed.</p>
<b>Baby Food</b> <i>Fruits, Vegetables &amp; Meats</i>	<ul style="list-style-type: none"> <li>• Baby foods (also called infant foods) are listed by brand name: BeechNut Classics, Gerber, and Tippy Toes.</li> <li>• Allowed fruit &amp; vegetable baby food jars must be 4 ounces.</li> <li>• 3.5 ounce jars are no longer allowed. Gerber has shared with us that they will have 4 ounce 2-packs available this spring.</li> <li>• Pouches are not allowed</li> </ul>
<b>Fresh Bananas</b> <i>Easier: By Count</i>	<ul style="list-style-type: none"> <li>• WIC checks will list a <i>number</i> of bananas (usually 4 bananas)—instead of a number of <i>pounds</i>.</li> <li>• <i>How does this work?</i> WIC customers will purchase the number of fresh bananas listed on their check—any kind, any size. The price will be the same as charged for other customers—whether priced by the banana (e.g., two for a dollar) or priced by the pound (e.g., 50 cents a pound).</li> </ul>